

The Ad-Visor

Conducted by Samuel Hopkins Adams.

This department is devoted to separating the sheep of advertising from the goats—and hanging a bell on the goats. It deals with a very serious topic in a way that is not too serious. Its honest endeavor will be to answer with fairness, either in print or, where that is inexpedient, by private letter, all fair questions about advertisements, while reserving the right to plead ignorance when that is the right answer. It asks nothing for its services except the confidence of its correspondents in giving their names and addresses, a confidence which will never be violated. Please state clearly whether you prefer to have your name withheld from answers printed here. No unsigned communications will be read.

The timepiece I bought was a "Colonial A" Waltham Watch. A few months' use convinced me that something was wrong in the watch, internally. Did I rush back to Read & Barton and upbraid the clerk, the firm and the Waltham Company? I did nothing of the sort. Instead, I did the following: I phoned to my jeweller to come and see me that evening, and when he came, I told him that my case number was "14,920,522" and that I wanted his expert opinion as to what ailed the machine. He advised me that the works were too big for the exterior and sent it to the Waltham Watch Company, at Waltham, Mass., with his expert explanation.

This may be news to Read & Barton, but listen further: A week later my jeweller arrived with the same exterior, but an entire new interior, free of charge, and since then I have had no other comment to make but that I got entire satisfaction as to the time, the make, the treatment and the "Grand Prize" qualities of the "Waltham Colonial A" watches.

Naturally, the Waltham Company has a reputation worth the price of many thousands of watches to preserve, and is vitally interested in preserving it.

But, assuming that the timepiece was purchased at Read & Barton's, as Mr. Spivack implies, the Ad-Visor inclines strongly to the belief that the same results would have been attained had he returned the unsatisfactory article to that store, the honorable retail store having just as much pride and just as large a stake in its reputation as the honorable manufacturer in his.

Why do you bar patent medicines from your list of fake advertisements? Do you know of any kind of advertisements that are as harmful to the public at large as they are? I am sending you the ad of a "tonic" which came to me by mail this morning.

It seems to me too bad that a man who spends six to eight years of his life preparing himself to cure the sick has to compete with some old woman who has had of vision or dishonest persons who are intent only on getting money under false pretenses.

This "Tonic" (?) is supposed to have in it no less than thirteen distinct drugs, some of which are good in themselves, but inert in such combination.

I have been since I could read a constant reader of The Tribune, therefore think there is some explanation due me as to why the patent medicine fakes are so kindly dealt with.

GEO. S. COMSTOCK, M. D.

Occasionally the Ad-Visor receives a letter which causes him to take his head timidly between his hands to make sure that it is still in place. The communication of Dr. Comstock is of this sort. Won't he kindly specify any one week in which this column has not "shown up" one or more nostrums; and, while specifying, will name a single patent medicine fake which has been too kindly dealt with? In the same mail with his reproach arrived an epistle from a patent medicine advertiser who, taking a somewhat different view of this department's attitude toward quackery, addressed us in the following affectionate terms:

"We consider your article . . . nothing short of criminal libel of the first magnitude, and yourself as nothing but a low, contemptible newspaper mudslinger and muckraker of the most despicable and malignant type."

Alas! It's difficult to please everybody. One of these days somebody will probably write in and denounce us as being too abjectly fulsome in our worship of Mr. William R. Hearst and his type of journalism!

As for Bodi-Tone, concerning which Dr. Comstock writes, it is, on the evidence of its own advertising, an absurd fake.

There is one phase of comparative price advertising which has not been deeply touched by the critics, and which is, nevertheless, of the greatest importance—namely, the confusing of the terms "Former Price" and "Value."

Some stores, such as a general rule, avoid the constant quoting of prices as a lure. Justified by advertising at the end of the season in terms of "Former Price." This is strictly legitimate, as the garments undoubtedly did sell at the price mentioned; but there is likewise no doubt that the market value of the garment in question has depreciated, due to the season, therefore, the garments are worth the higher figure. Thus the only phase of comparative price advertising that is not downright untruthfulness is indirectly misleading, and as such harmful in the long run.

After all, the main issue in comparative advertising is the fact that a statement such as "Worth \$40" or "sell for \$25," is untruthful, aside from the fact that there is no one to fix the value of a garment at a certain standard figure. The price a garment is selling for is just about the right value, entailing a legitimate profit to the retailer.

Price quoting doesn't pay. Let the public judge the values.

JOHN LEWIS MATTHEWS.

Mr. Matthews preaches a lively and sensible sermon on a text of perennial interest to all shoppers, with a moral for all advertisers.

Last month I moved into a house in West Brighton, Staten Island; there I found fourteen window shades, unused and unopened, which had been bought from Messrs. Hearn & Son, N. Y. City, by the owner of the house for a previous tenant, who did not like the color and style and refused to put same up, owner refused to bother any further. The purchase was made about eight months ago. I agreed with the previous tenant in the objection, but the landlord refused to purchase new ones and thought too long a time had elapsed (eight months) since the shades were bought to even think of an exchange. I thought otherwise and wrote to Messrs. Hearn & Son, stating the full particulars as to how the shades had been bought and that I had no comment, but sent a "call" for the shades and exchanged them, at full value, for desirable shades.

I consider this treatment on the part of Messrs. Hearn & Son somewhat extraordinary in the courtesy line, and it is no wonder, if they always have accorded such courtesy, that they have been successful for so many years.

It is this sort of merchandising which builds up reputation beyond all computation of value. Doubtless Hearn's would have been amply justified in declining to exchange the shades after so long a delay, particularly as the request did not emanate from the purchaser. But the store took the more far-sighted view that the user of Hearn's merchandise must be satisfied. In this instance it found a customer fully appreciative of its methods.

Many peddlers are selling on Park Row and lower Broadway a handbook entitled "The New York City at a Glance." Stamped at the top in prominent type are the figures, "1916," indicating that it is a guide up to that date. This book is a fraud. It is not at all what it purports to be, and does not give the information that its title proclaims. The publishers are Wehman Bros., 126 Park Row.

It is very evident that the original plates were made many years ago, and have not been revised to bring them anywhere near up to date. Here are a few instances: In the list of railroad depots the Lackawanna is given as ferry, foot of Barclay Street and Christopher Street. The Hudson Terminal is not given. Neither is it mentioned as the depot of the Erie. The Pennsylvania Station, at Thirty-fourth Street and Seventh Avenue, is not listed at all. The coach and cab rates are utterly misleading. No taxicab rates are given. In the list of banks, the Night and Day Bank is given as at 327 Fifth Avenue. That bank has not been in existence for several years. The Chase National is put down as at 83 Cedar Street. It is at 61 Broadway. The Corn Exchange branches are put down at fourteen. There are thirty-five. A long list of the offices of the United States Express Company is printed. The United States Express no longer exists. Fancy a list of the office buildings in New York with the Woolworth omitted and a list of hotels without the McAlpin? You can't find either. In the "Clubs in Manhattan" the New York Press Club does not appear. Of what value is a guide to New York that overlooks the Municipal Building? It is not mentioned. The office of the Corporation Counsel is given as the Hall of Records. The Commissioner of Bridges as 21 Park Row, and a number of other municipal offices as in the Stewart Building. Two elevated stations are omitted—Thirty-eighth Street, on the Sixth Avenue, and Seventy-sixth Street, on the Ninth Avenue. But the crowning piece of misinformation printed in big type is NEW YORK POST OFFICE—MAIN OFFICE, PARK ROW.

If this is New York City at a glance, it must have been taken a long time ago. I don't want to interfere with the business of the poor peddlers, but the publishers ought to be called to account for putting out such an ancient fake.

A MAN ABOUT TOWN.

Wehman Bros., in answer to this criticism, repeatedly dodge the question as to the sale of the books as a 1916 product. They merely state that they are revising it, and that the revision will take "several months." Meantime, the public will presumably continue to be tricked. It is worth noting, in evidence of Wehman Bros.' character and responsibility that the copyright line on their mis-guide to New York is so blurred as to be undecipherable.

SANTA TO FLOOD CITY WITH CHEER

New York, Rich and Poor, on Eve of Greatest Yuletide Celebration.

ASTOR WILL FEED THOUSAND FAMILIES

Street Fetes and Tree of Light Celebrations in All Boroughs—Immigrants Not Forgotten.

Christmas to-morrow is going to be the most thoroughgoing general celebration that New York has ever indulged in if Pa Knickerbocker has anything to say about it. There isn't a single variety of person, young, old, rich, poor, sick or well, that he hasn't made some special preparation for, so that Yuletide cheer this year may almost be considered a municipal commodity.

Commander Evangeline Booth announced yesterday that all preparations had been made for the biggest Christmas dinner ever given by the Salvation Army anywhere in the world. More than 50,000 persons in the metropolitan district will partake of the feast and will get nearly twenty thousand children, dolls, toys, candy and other gifts calculated to charm childhood's fancy. The dinner, as usual, will be distributed to-morrow morning from the 9th Regiment Armory, in West Fourteenth Street.

Astor to Feed 1,000 Families.

Vincent Astor will provide dinners for 1,000 families through hospital social service bureaus and other agencies, it was announced yesterday by Miss Mary Wadley, head of the social service department of Bellevue Hospital. The dinners will be sent out from the Astor Market, Broadway and Ninety-fifth Street, from 9 a. m. to 5 p. m. Friends of Mr. Astor will provide automobiles for the delivery of the dinners. In some cases a bushel of coal will accompany the basket. Mrs. Theresa Nason and Miss Josephine C. Hill have charge of the distribution.

Representative George W. Loft will make his customary gift to the poor people of his district, the 13th Congressional, embracing a great part of the lower East Side. About 8,000 baskets of food will be given out. Mr. Loft's Jewish constituents will be attended to to-day, and the rest to-morrow.

Through the generosity of its readers, the "Giornale Italiano" distributed 3,000 parcels of Christmas cheer to poor Italian families yesterday.

The children's wards of Bellevue Hospital have lost their medical aid and now resemble a florist's. Physicians and employees have purchased a handsome 40-foot tree for the lawn. In addition, each of the five wards will have an individual tree.

Almonitors to Celebrate.

Christmas Eve a boy's choir from the Church of the Epiphany, Lexington Avenue and Thirty-fifth Street, will sing for the patients, and on Christmas morning Santa Claus will visit the children with several of the trustees and workers, to distribute presents. Grown-ups will not be forgotten, and in addition 200 presents for children of patients have been provided.

Christmas festivities on Ellis Island commenced yesterday and will continue to-day and to-morrow. Twenty-seven members of the Almonly Club, headquarters of the island, will be out in the morning playing pinocle to-morrow long enough to eat a big turkey dinner provided by Warden Thomas Rock. To-night presents will be exchanged, and a tree lighted. Also, the club quartet will sing selections.

Five hundred newboys of the Brace Memorial Newboys House will get a regular full course Christmas meal in the clubrooms at 14 New Chambers Street to-morrow night, and afterward, a good old-fashioned Christmas night, with a tree. The boys have prepared a vaudeville entertainment.

Two big trees, two bigger turkeys, sent by the American Defence League, will help feed the 100 needy children found by the bluejackets of the dreadnaught New York at a novel entertainment given to-morrow afternoon aboard the ship.

The "Santa Clausesses," an organization of young women on the upper West Side, will distribute stockings full of Yuletide surprises and Christmas goodies on the streets to-morrow to the poor children of the lower West Side section, according to an announcement of Miss Edna Hunter, 25 West End Avenue, chairman of the club.

A dress rehearsal of the fantasy "Seven Gifts," which will be given at the foot of the Tree of Light, at Madison Square, Christmas night, was held yesterday afternoon at the Century Theatre. Some of the cast will be stage favorites, but most of the characters will be played by children of the Christodora House, 147 Avenue B.

Christmas for 50,000.

Other Trees of Light will stand in City Hall Park and before the Cathedral of St. John the Divine and the Pennsylvania Station. Another will be mounted on a motor truck in front of the Lincoln House, in West Sixty-third Street, and will travel through the various negro sections of the city. A picked choir will sit at the foot of the tree and sing, while the people have been asked to open their windows and join in the choruses.

Both Flatbush and Staten Island will have community trees. An immense spruce has been mounted at Tompkinsville Square, and as residents have been invited to a musical concert and motion picture show. The Flatbush Congregational Church has set up a large illuminated tree on the lawn at Dorchester Road, in West Eighty-second Street, and arranged a programme of Christmas carols.

Following the ceremony day before yesterday at the grave of Clement Moore, author of "Twas the night before Christmas," the children of the Chelsea Neighborhood Association, 209 West Twenty-third Street, have arranged for eight Christmas celebrations, at which they expect to entertain the 50,000 children residing in the district.

A large Christmas tree has been placed in the centre of the Stock Exchange floor, reaching to the dome of the building. It is understood that the decorations include war stock certificates. There will be a band also. This is the first time in some years that there has been a dissonance toward a celebration on the Street.

Catholics will celebrate Christmas with a midnight mass, returning to a

THEIR FIRST CHRISTMAS IN AMERICA.



Children at Ellis Island, bewildered but happy, in the midst of toys and holiday decorations.

custom abandoned fifteen years ago. London was active in the society set in Hampstead. He was for some time secretary of the Midland Golf Links at Garden City.

For the last three years he has been entertaining his friends at parties at the various fashionable hotels, and he was credited with having made considerable money in the stock market.

Since his arrest his friends have stood by him, and it was thought that his troubles had been adjusted. He has been in the habit of driving high-powered machines, and had a narrow escape from a serious accident last summer on the Merrick Road at Belmont. About two years ago he was married to Miss Blanche Abrams. His brother-in-law, William Rapelye, was sentenced for a year a few years ago for being implicated in the theft of \$25,000, which was stolen from the treasurer of Nassau County.

who has made over a number of harmless old men into active youths, acts in the play, as does James J. Corbett.

The Esplanade scenario department, via the publicity man, announces that it has received a proposition to create a thrilling scenario out of the Chicago telephone directory.

The Blue Bird Photo Plays, Inc., a new company, announces the completion of its first film, based upon Frances Hodgson Burnett's "That Lass of Lewisham," with Helen Ware in the leading part. J. Warren Kerrigan, a former Universal star, has gone over to the Blue Bird.

David L. Don, who played with Louis Mann and other Broadway stars in years gone by, is being featured by Lubin in comedies. A view of Don's face on the screen is said to be a liberal education. And Don asserts that he does not care so long as he receives his salary.

Plays and Players of the Film World

Sir Herbert Beerbohm Tree has left here for the California studios of the Triangle Film Corporation. Mr. Griffith has not yet decided upon the English actor's first play.

Captain Robert Bartlett, who commanded the Peary Arctic expedition when the commodore discovered the North Pole, will supervise the filming of an Arctic Ocean scene in a new Vitaphone feature.

"The Life of our Saviour," a Pathé production in natural colors, is this company's release for Christmas and the week following.

Clara Kimball Young is starring in a picture of Russian life in which 1,000 persons are employed to depict a film version of the Kishineff massacre. Edwin August is directing the play.

Anna Held, who is now a Morocco star, spent \$60 for postage stamps this week to send 3,000 picture post cards to her friends in the trenches "somewhere in France." Miss Held met most of the addressees while on a tour of the war zone.

The magazine story "Where Did Lotting Go?" depicting the trials of a working girl who has deviated from the proper strait path, is being shown at the Vitaphone Theatre this week under the title "The Thirteenth Girl." Arline Pretty plays Lotting. The gist of the programme is "A Night Out," in which May Robson plays the part of a sportive grandmother to perfection. The plays are well worth seeing.

Max Marcin, author of "The House of Glass," is also responsible for "The Devil's Prayer Book," just completed by George Krayne, with Alma Hanlon in the principal part.

Augustus Thomas's play, "The Other Girl," filmed by the Raver Corporation, which handled "Cabrera" in this country, will be ready for public inspection early next month. William Muldoon, Mat. Res. 124-100.

Reserve Tables Now for New Year's Eve.

CAFE BOULEVARD

Broadway & 41st St
Bryant-4230.

DANCING—CABARET

Special Engagement
A la Carte Specialties

THE BRAZILIAN HUT DINNER ONE DOLLAR

and
Lunch Fifty Cents

SENOR ARBOZ
SUNDAY MIDDAY DINNER 65c.

ROOMS FOR PRIVATE AND CLUB DINNERS

Churchill's

More than a Restaurant—
A Broadway Institution

Broadway & 49th Street

TRY
Strand Roof Garden

A STRAND SNACK
Five Luncheon Tables, 11:30 to 2
ALMOST TOO GOOD TO BE TRUE
MODERATE PRICES
BROADWAY
49TH ST.

APT. TEA 4 to 6—SUNDAY, 8 to 11
Popularity Tea Orchid, Chess, Dec. 21
SPECIAL PROGRAM NEW YEAR'S EVE
Make Reservations Early.

Lucchow's

14th Street, near Fourth Avenue.

MAXINE ELLIOTT'S THEATRE
Success Extraordinaire

YVETTE GUILBERT

SECOND SERIES
Next Sunday Eve, Dec. 26, at 8:30.
FOLLOWING DATES:
Tues. After. Dec. 28, Jan. 1, at 8:30.
Frid. After. Dec. 31, Jan. 7, at 8:30.
Sund. Even. Jan. 2, Jan. 8, at 8:30.
Tickets at Box Office. KNABE PIANO.
Direction Catherine A. Bauman.

AEOLIAN HALL, Mon. After. Dec. 26, at 8:30.
Recital.
By HAROLD
Mgt. London Chappin, Mason & Hamill Piano.

PRINCESS 30th St. N.Y. TO-NIGHT.
CORT THE PRINCESS PAT
MUSICAL WITH ELEANOR PAINTER.
STANDARD 47th St. N.Y. TO-NIGHT.
MAY ROSSON
SOUZA & HIS BAND
LEXINGTON "DAMAGED GOODS"

TO-NIGHT MANHATTAN TO-NIGHT
MASKED MARVEL JOHNSON
TO-MORROW NIGHT
MASKED MARVEL vs. BERNER
TO A FINISH

CORT THE PRINCESS PAT
MUSICAL WITH ELEANOR PAINTER.
STANDARD 47th St. N.Y. TO-NIGHT.
MAY ROSSON
SOUZA & HIS BAND
LEXINGTON "DAMAGED GOODS"

METROPOLITAN
TO-NIGHT
MAY ROSSON
SOUZA & HIS BAND
LEXINGTON "DAMAGED GOODS"

MAXINE ELLIOTT'S THEATRE
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Direction Catherine A. Bauman.

Correct Dress for Men

\$25 Suits and Overcoats

a feature—style, workmanship and quality that cannot be excelled anywhere.

Clothing and Haberdashery only, including many items particularly suitable for Holiday Gifts

George Y. Benjamen
Fifth Ave. Building—Broadway Cor. 24th St.

GREASER JOE TAKES LOVE TO PRISON

Girl Hysterical as Gangster Gets Ten-Year Sentence for Labor Murder.

Joseph Rosenzweig, alias "Joe the Greaser," strike breaker, pickpocket and toughest of the tough East Side gangsters, was sentenced to Sing Sing for ten years yesterday by Supreme Court Justice Shearn for ordering the murder of Pinchey Paul, an East Side saloonkeeper, because the latter interfered with the operations of strike-breakers in the fur trades in which "Joe the Greaser" was engaged.

Joe was implicated in the confession of Benjie Schneider, who shot and killed Paul. At the time of the murder, May 14, 1914, Joe was strong-arm man for the furriers' union. The strike-breakers of the bakers' union made their headquarters in Paul's saloon. They were valuable acquisitions to Paul's bar trade, with their \$20 a day payrolls, and Paul conceived the idea of getting more business by putting his gang in competition with Joe's.

When Rosenzweig heard of this he went to Benjie Schneider and told him to "get Paul."

Schneider shot and killed the saloonkeeper when the latter stepped from a barber shop at Norfolk and Livingston streets. After his capture the "slayer" declared that Rosenzweig, who had been standing a few feet away with Tom Rollick, his sweetheart, handed him the revolver. As soon as Rosenzweig saw Paul's body taken away in the ambulance he turned on his heel and led the girl to a restaurant, where they ate a good meal. Not long after his arrest Rosenzweig pleaded guilty.

In passing sentence Justice Shearn characterized Rosenzweig as a "bad man who thought nothing of beating up inoffensive laboring men and women." The defendant, who is twenty-eight years old, and good looking, seemed dazed by the severity of the sentence. The Rollick girl became so hysterical that she was removed from the courtroom.

Schneider was represented by William F. Ryan, who was assigned by the court as his counsel. He was sent to Elmira last week by Justice

Conductor Dead on Tracks.

James Finlan, twenty-eight, a conductor on the Putnam division of the New York Central, was found dead on the tracks in Hightbridge last night. The body was taken, it was said, there was nothing to indicate violence.

NEW YORK'S LEADING THEATRE

NEW AMSTERDAM

TO-NIGHT—around the map
—SANTA CLAUS will make his gracious distribution of gifts—
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